



A Casebased Study on Exploration of Possibilities towards Religious Tourism Development with Special Reference to Tourism Awareness Training Program for Tourism Stakeholder at Gwarighat, Jabalpur

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ABSTRACT

Every city in India is surrounded with numbers of religious destinations, some pilgrimage destinations are popular and important in some aspects and tourist footfalls are too high at those destinations such as; Char Dham, Vaishno Devi, Kashi Vishwanatha Temple, Mahakaleshwar Temple etc. Considering of religious tourism in India is like a purpose that full fills the components of spiritual and cultural context which may be in form of art, culture, architecture, tradition and many more like this. Every religious tourism destination in India have got a number of such types which are meaningful, source full and provides an opportunity to religious tourist to explore different prospects into the destination. Therefore in such prospect the experience of tourist are lies on various factors which are directly or indirectly related to the people or communities contribution as service providers to that tourist community. In this case this particular community at such known destination plays a catalyst role towards the overall experience of a tourist. Hence this particular case study of Jabalpur, Gwarighat is an identical case study of having an exploration of all such possibilities of destination lies within the city of Jabalpur, where the tourism awareness training provided by the service providers by the name of tourist guides, panda/puajari or the boatman at different ghats of Gwarighat. This case study states about the prospect of Gwarighat tourism potential and the description about tourism awareness program which helps the people who are service providers to enrich their

quality dissemination of services by which tourism may be benefited at such destination. This case study is an identical example of such tourism awareness program and their importance in the context of such destinations. By the end of this paper the scholar and learners will be able to learn the different prospect related to religious tourism in terms of possibilities, exploration and identification of such quality training by which they enhance the overall experience.

KEY WORDS

Religious Tourism, Tourism Possibilities, Tourism Training Program.

INTRODUCTION

Tourism is a wonderful phenomenon which creates a lure over the tourist, visitor or explorer. This phenomenon is eventually crafted and created by a charismatic term called origin and destination. This particular phenomena being derived by the concept of mass tourism followed by the emergence of the ancient concept of deshatan, thirthatan and paryatan, therefore religious tourism is a phenomena which is more sense full and source of key attraction for majority of the tourist those are visiting wonderful religious sites. Tourists itself are devotees in terms of deity or a spiritual tourism destination as per different mythological prospects in terms of India. Tourist satisfaction in context of destination is identically dependent on 7's.

Tourist satisfaction with the context of a destination is identically depends on seven "S"; the greatpillars to strengthen the ties of tourism context in the country these all are Swagat (welcome) and warmth (hospitality), Suchna (Information), Suvidha (facilitation), Surkhsha (Safety), Shayog (Cooperation), Sanrachna (Infrastructure development), Safai (Cleaniness), to achieve the proposed and desired vision of tourism in the country to fulfill the objective of making on national priority (Asif Iqbal Fazili, 2006). The Police and related tourism sensitization/ awareness training makes policemen more sounds and effective towards an understanding of tourism as well as destination and the mindset of the tourist themselves. The statutory basis for the Indian police is the Police Act of 1861 which put the police squarely under the control of the Government. The position has remained the same after Independence. The old Police Act continues to be law without being replaced by any fresh legislation to fit our democracy after Independence. 'Public Order' and 'Police' figure as entries 1 and 2 respectively in the State List in the Seventh Schedule of the Constitution. Each State has, therefore, exclusive power to legislate in regard to its police system and also has full administrative control over the police in the State. (NARASIMHAN, 20 November 2001) Hence the importance of pace of such sensitization programs is marginally very high and there is a great need for the individuals (policemen) to create their human software set toward the tourism awareness.

Backdrop of the Study

This particular research paper is in the shape of a case study, which is an identical case study based upon observation. This study states about the assessment of issues related to the tourism related services and quality enhanced by the man power training mainly the tourism awareness training. The context of background of the study is a case prepared by tourism awareness training conducted by Indian Institute of Tourism and travel Management, Gwalior in the city Jabalpur at destination Gwarighat, towards improvisation of service skills of the people involved in the service providing mechanism at Gwarighat specifically. This training was conducted in the year 2017-18 in the quest of the project smart city, under the smart city tourism facilitation project by which IITTM had provided the two days tourism awareness training program for tourism stakeholders and service providers like panda, pujari, boatmans, tour guides etc; at Gwarighat. For this particular mechanism, institute with the help of smart city authority of Jabalpur.

The smart city authority of Jabalpur had taken place this training for the purpose of service enhancement of these people because in the trade of service sector specially tourism experience have been crafted and

driven towards quality service mechanism and hence such training impacted certain quality variable for sure. Thus this training was seemed important in the context of the quality enhancement of the tourist through the learning and skill creation by those service providers those are basically the learners for the two days training program of IITTM. This training program was conducted as per the CBSP scheme of Ministry of Tourism, Government of India according to the guidelines of 2018-19 and earlier. This program was considered practical training improvisation and training of basic manner, etiquettes, tourism talk and how to deal with clients, swachata and so many other issues.

The training was considered one of the key factors of contributing time alignment mechanism by which institute on behalf of Ministry through Smart city project has also provided the beneficiaries certain monetary benefits along with the certification for such program. This program is an identical example through which the improvisation of skills for the people those are at the basic level of service execution were benefited and contribution of such training was immense identify by contextual discussion with trainees and the other communities appear for the training.

Brief Ideation and Introduction of Jabalpur & Gwarighat Tourism Potential

Jabalpur is a 2 tier town in the state of Madhya Pradesh which has got immense tourism potential. This city is well known established place in the British time and so many other historical eras of Kalchuri's and Gond's. It has got the wonderful importance strategically in terms of defense, research and other important aspect. As far as religious fervor of this city is concern, city contains a lot of tourism potential especially in the context of Religious Tourism since it is a place related to Narmada and Shiva. Gwarighat is a place which is identical known for the potential religious tourism prospect. In this ghat their are N number of spiritual activities are being conducted such as;

- Arti & Deepdan.
- Sacred Bathing.
- 16 Prime ceremonies.
- Philanthropy food distribution (Bhandara).

The holy river Narmada originates from Amarkantak and passes through Jabalpur, where numerous of ghats are the intersection between land and water. They present as an iconic characteristics element, which shows the interrelation between human and divine. Gwarighat is a popular holy ghat and plays a significant role for people around it. This place is involved as many day to day activities like; religious ceremonies, wage earning, tourism and many more. Some other known ghats at Narmarad bank are;

- Umaghat
- Jilharighat
- Darogaghat
- Saraswatighat
- Bhedaghat
- Lametaghat
- Tilwaraghat

Research Methodology adopted in this Case Study

This case study is an identical observational case based study which was been observed while training was imparted and through this ideation the methodology adopted is observational method followed by interviewd and talked conducted onto the site and through the immersion of these experience in the thought writing report prospect. Therefore the reserch methedology adopted by this particular case study is identically observational followed by presence of the authors and therefore only it has been written in such a manner which provides a discriptive narration of the training impact and associated issues related to religious tourim place of city Jabalpur, called Gwarighat.

Meaning, Scope and Importance of Tourism awareness training for tourism service provider's at a religious tourism place.

As far as meaning of term tourism awareness training program for the prospect of various tourism service providers are concern. It should be understood as a quality program for skill enhancement specially how to deal with tourists, how to be courteous, handling client, handling different situation, handling or sharing different aspects in the tourist service. This particular training enables the learners or trainees to be able to talk,

greet and narrate tourist in their own language. This training enables the service provider to specifically understand tourist psychology and other basic parameters of hygiene, communication and some other prominent skills of different basic nature. As far as tourism awareness training program at religious tourism place is concerned, this training is invaluable for the different tourist service providers those are typically working in the religious corridor of tourism service sector they are mainly pandas, pujari, street vendors, shopkeepers or maybe the boatmen's. To whom a tourist has got a connection of first encounter or dealing sort of aspect, since experience of a tourist matters a lot and they are playing a catalyst role towards the experience of the tourist directly and indirectly. Therefore their role as a service provider is key, hence this type of training has got a lot of scope and importance in terms of tourism awareness skills for these service providers without understanding the tourist they really cannot serve the tourist as well. Therefore they might be taught for some basic terminology for the foreign language and English and some other basic manners or etiquettes which are profoundly very important at the ground without that it is hardly possible for a tourist to have the versatile experience what he or she is looking for tourist service providers at this specific site are also important because at Guwahati Ghat Jabalpur these people are playing a catalyst role for those tourists those are devoting their time at the site river corridor, ghats, pooja, aarti or having some snack or having some sort of religious tourism required material purchase aspects. Therefore the communication, the deliberation, the talk and the basic manner matter a lot. After assessing or after having the conversation with these people during the training the authors have observed that both the service providers and the trainers were involved in a towards providing the training, though it is difficult to state that training of such capacity may be a long term issue but definitely as far as there skill enhancement are concerned and their profit making concern are increasing since they are more applicable to the tourist or more satisfied tourist are been created by their services and therefore, It may be stated that such training conducted by IITTM under the narratives of CBSP and under the guidance of Ministry of Tourism Government of India are meaningful and it has got a lot of scope for this place also. The two days training program was also influential enough by which they had interacted with the trainers at the ghats, at the classroom and of course since it was a small classroom come training session start training program module. So it was helpful and useful and after observation and having interaction with these community directly it may be stated that it was wonderful and yourself program for the future prospect of the Ghat and Ghat people specially the service providers.

Executive Summary

In order to understand the scope and opportunity for such service providers this training should be understood as an important tool for all such people, since it creates a great number of factors for their behavioral skills. While they are going to provide better experience to the tourist since they are more tourism oriented and their mind set is also business centric. Therefore it may be stated that it is only possible through the strict training program which is the main objective of Ministry of Tourism and while providing this type of content it is also considered their academic or field knowledge or their level of grasping the skills scenarios. Because these people are the people those are working at the grassroots level at the tourism.

At Gwarighat, Jabalpur the major specific tourism modules were delivered in the language of Hindi because Jabalpur is a Hindi area, though some basic areas like how to greet, how to interact, how to handle the situation, how to maintain the hygiene, how to look after oneself as a presenter work given in an academic manner. While providing the opportunity to give them the handouts, it was taken care despite of having their low academic knowledge they have got a lot of wisdom and great regard from the other community. Specifically pandas and pujaries, therefore it was adequately considered that all the academic or training content should be accorded in such manner where their social respect should be regarded first and since Ministry of Tourism (MoT) is taking the time also and without time it is hardly impossible or hardly possible that they people will devote the time for such training hours.

Therefore the adequate remuneration as per the norms of the MoT time to time as per the CBSP

guidelines they have been paid by the Institute on behalf of Ministry of Tourism. Once this project was disseminated through the bonding with IITTM and the Smart City authorities of Jabalpur in the year 2017-18. It was accorded that this program will be funded by authorities of Smart City under the project given to the IITTM authorities and accordingly this plan in made up and funded though the norms were taken care in the context of CBSP norms of MoT.

Formalization of such training program had always be in a challenge therefore the local people of different skills were also called upon and they were ask to delivered certain local issues related matters on this training and overall they have been given a good training package which provides them an opportunity to be strict and better service provider which may enhance the tourist experience. Overall the training program was a great success not only from the prospect of conduction of training but it was observe that this training have got a lot of good inputs by which they may create great outcomes for having major or wider tourist experience.

Tourism Awareness Training and Tourism Services an Interrelation

Tourism is an area which is considered as highly sensitive trade and experience of tourist is mainly not about the ambience, structure & 7's but also about the kind of persona of service providers, their skill sets and attitudinal aspects. As far as basic concept of human resource management terminology is concerned, anyone who is the service provider in the field of tourism or hospitality segment are to be dependent on two important variable that is; skill set knowledge followed by the interdependent variable that is called; attitude behavioral prospect of individual. Therefore in terms of tourism related sensitivity training tourism services matter a lot and therefore the interrelation between tourism and the other allied services are matters a lot. Significantly there is a profound input in terms of training, in terms of deliverable can create magical changes in terms of operational aspects of service deliberation of a service personal or stake holders like panda, pujari, boatmen & street vendors towards tourist facilitation. In this context after this particular above mention observation it may be stated that, there is a great interrelationship between the trio formula of skill, knowledge and attitude, rather attitude matters a lot in terms of improvisation of skill sets and the knowledge updating for the person who is the service provider.

It may be concluded that tourism is such an area which moderately depends on services rather than ambience only. Henceforth this particular study illustrate a relational prospects in terms of goodness of tourism service providers, skill set, knowledge by enhancement by their own skills through a propagated program called tourism awareness training program.

CONCLUSION

On the basis of this particular case based study where IITTM, Gwalior has facilitated two days training program for the stakeholders mainly the service providers at Jabalpur specifically Gwarighat it may stated that this two day program by the curriculum and by the pedagogy had contributed a lot and there is lot of exploration been generated for the N number of possibilities through creation of goodness of manpower or service providers which may help the strategy people to develop any religious destination batter that that of all existing destination is all about therefore it may concluded that this destination of small capacity with lot of activities to be activities to be act upon at the destination may have N number possibilities of exploration at the destination.

Hence the case contributes a lot towards skill building, attitude enhancement and knowledge deliberation of the people directly or indirectly related to employment at ghat of Jabalpur, Gwarighat. They are providing services of different nature, which is mainly their core work and they are also the catalyst for the tourist for entire or overall experience of tourist at such destination.

So at the identification core it may be stated that this may have an identical example by which tourism can contribute lot to the service providers and people those are earning their livelihood. At last it may stated that it is a emerging source of catalyst for the wellbeing of tourist experience.

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